

THE POPULAR

A HEARTY WELCOME AT "THE POPULAR" AWAITS THE OFFICERS & MEN OF PERSHING'S EXPEDITION NOW LEAVING MEXICO.

The Popular
DRY GOODS CO., INC.

A Continuous Procession--



Winter Suits & Overcoats

FOR weeks there has been a daily march of men intent upon buying Good Looking—Well Tailored—Ruthily Fashioned—Dependable Clothing—at prices appreciably lower than elsewhere, quality for quality considered. For weeks there has been a line of departing, satisfied customers. If you were not among them—you may still fall in line for this money saving opportunity. —(Second Floor)

Here Are The Reduced Prices On Hart Schaffner & Marx, Rogers Peet, Fitform, and Kuppenheimer Suits and Overcoats:

\$15.00 Suits or Overcoats....	\$11.25
16.50 Suits or Overcoats....	12.37
18.00 Suits or Overcoats....	13.50
20.00 Suits or Overcoats....	15.00
22.50 Suits or Overcoats....	16.87
25.00 Suits or Overcoats....	18.75
27.50 Suits or Overcoats....	20.62
30.00 Suits or Overcoats....	22.50
32.50 Suits or Overcoats....	24.40
35.00 Suits or Overcoats....	26.25
37.50 Suits or Overcoats....	28.12
40.00 Suits or Overcoats....	30.00
45.00 Suits or Overcoats....	33.75
47.50 Suits or Overcoats....	36.62
50.00 Suits or Overcoats....	37.50

(Please Note: Solid Blues and Blacks not included.)

Specials In Men's Furnishings



MEN'S SILK AND SATIN TIES—Beautiful floral effects, also stripes. These ties are made in a large shape, with slip band and button hole stitched on each end. Ties that you would expect to see selling at \$1.00, offered here at each, **65c**.

MEN'S SOFT CUFF SHIRTS—In all colors and stripes. Made of madras, crystal cloth, cheviot or pongee. They are the season's best values, at each, **85c**.

HATCHES ONE BUTTON UNION SUITS—Of heavy cotton, in white or cream. Suits that sell regularly at \$1.50 go at each, \$1.10; suits that regularly sold at \$1.00 are offered at each, **75c**.

MEN'S SILK FIBRE HOSE—Double heel, toe and sole. Side tops. Sold everywhere for 50c. Shown in black, white, tan, grey, suede, navy and Palm Beach. "Popular Special," a pair at **25c**.

CAPE & MOCHA GLOVES—Shown in grey and tan. Regulation or cadet sizes. These are something new. See them tomorrow. A pair at **\$1.50**.

PAJAMAS & NIGHT SHIRTS—Just received another new shipment. These are exceptional values, at \$3.50, down to **\$1.00**.

Ralston Shoes For The Man

RALSTON'S may not be hand made, but they are hand made, and we'll warrant that you'll find them just a bit more satisfactory than other shoes you've known. They're really unusual in their fitting qualities, in their snappy styles and in the clean cut character of their workmanship. We'll be glad to make you acquainted. Besides Ralston's, we are exclusive agents in El Paso for Stacy Adams Shoes for men, and Holland Shoes for boys. —(Second Floor)

TRUNKS, BAGS, SUIT CASES, MEN'S, WOMEN'S AND CHILDREN'S SHOES, DOLLS, TOYS, & MEN'S CLOTHING—2ND FLOOR.

Send Us Your Mail Orders

Corner Mesa Avenue and San Antonio Street

Private Branch Exchange 3300

Phone Orders Promptly Filled

Demonstrating Our Supremacy In Smartest Styles At a Common Sense Price

New Spring Suits & Dresses, At \$15

The Result Of Careful Specialization!

If—

You Want Good Merchandise, We Sell It At Lowest Prices

OWING to the increased capacity of our new, modern building, we are now buying all of our merchandise in much greater quantities than was heretofore possible, and in buying these greater quantities we receive not only the very lowest quotations, but because of our enormous buying power we are allowed every conceivable discount that the manufacturer has to offer.

We, in turn, sell the goods to you at a lower price than other merchants pay for it themselves at wholesale because they cannot afford to buy in large quantities and receive the same low prices and discounts that we do. Just think this over and you'll see why we can sell better merchandise at lower prices.

That's Why Good Merchandise Costs Less Here

(Signed) **The Popular**
DRY GOODS CO., INC.

After Supper Sale 6 to 8:30

PIXAUD'S LILAS DE FRANCE TOILET WATER—An after shaving necessity, that leaves the face cool and fragrant, and eliminates the unpleasant sting usually felt after a close shave. The fragrant, lasting odor makes it an ideal Toilet Water for women as well as men. After Supper Sale, a bottle, at **55c**.

MEN'S SHAVING CREAM—The peer of all shaving soaps. Does not dry on the face. After Supper Special, a tube, at **15c**.

DAGGETT & RAMSELL'S COLD CREAM—The perfect cold cream for use wherever a cold cream of merit is needed. The \$1.00 size, in the After Supper Sale, at a box, **75c**. —(First Floor)

Toilet Goods On Sale All Day

PIXAUD'S EAU DE QUININE—A hair tonic and dandruff cure that is universally known and used. An 8 ounce bottle, at each, **69c**.

NON SPI—An antiseptic liquid remedy for excessive perspiration under arms. Unscented, harmless, and easily applied. Regular 50c size, at **38c**.

NAIL BUFFERS—A natural wood with chamomile polishing surface. Made so that chamomile can be easily replaced when worn or soiled. Special, each, at **10c**.

BOMBOIS FACE POWDER—A powder of unusual merit, for those who demand the best. Faintly scented, beautiful tints or white. A most attractive and convenient package. Special, each, at **75c**.

PACKARD'S TAR SOAP—An ideal soap for complexion, hair, skin or unsavory. Recommended by the medical profession. The 25c cakes, at each, **19c**.

GLYCO-THYMOLINE—A mouth wash and dentifrice that answers every requirement for perfect teeth. Sifter top, six ounce bottle, at **38c**.

WILLIAMS' TALCUM POWDER—This celebrated talcum needs no introduction—it's too well known. Choice of odors, at a can, **15c**. —(First Floor)

Clean-Up Of Girls' Winter Hats

SHOWN in dark colors only. Made of Velvets, Velours, Beavers and Broadcloth. Neatly trimmed models. Hats formerly worth up to \$9.50, offered Saturday, at your choice, **\$1.00**. —(Fourth Floor)

The Popular
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WHAT a pleasant relief to turn to fresh new styles and what a joy to find them so moderately priced. Our buying organization has devoted a great deal of time and energy in securing garments to specialize at this price. In almost every instance the styles are exclusive—one of a kind and in models to be found only at "The Popular." They were obtained from a number of prominent makers, with the result that we are able to offer absolutely correct modes in beautiful Spring Suits and Dresses at \$15.00.

THE SUIT FABRICS—Are Serges, Gabardines, Poplins, Wool Checks and Wool Mixtures. And the colors Navy, Gray, Rose, Sand, Flame, Turquoise, Emerald, Sapphire Gold and Black.

Spring Petticoats Of Silk, \$2.95, \$3.95, \$4.95

THE Silk Petticoat—it is inevitable. One of the truly marked modes for the Spring season. Shown in the loudest and brightest colorings, as well as the more subdued tones. Fashioned of lovely silk Taffeta, Pussy Willow and Messaline. All made on the new lines to be worn with Spring garments. See these "Popular Specials," at \$2.95, \$3.95, and \$4.95. —(Fifth Floor)

Women's Serge & Sateen Bloomers

A NEW shipment of women's blue serge and black satin bloomers. Ideal for cold weather and gymnasium use. Sizes include those to fit women that wear a 46 garment. Serge bloomers, \$3.45; satin bloomers, \$1.45. —(Sixth Floor)

Bungalow Aprons, Special, 50c And 75c

PRETTY new styles in Bungalow Aprons for women. Made of good grade Percale and Gingham, in stripes, checks, or solid colors. Well made garments, at 50c and 75c. —(Sixth Floor)

Dusting Aprons, At 25c

Innovations In Women's Spring Millinery Just Received And Priced \$4.95 & \$10.00

INNOVATIONS in Spring Millinery with a result fairly dazzling in its array of alluring shapes and quaint colorings.

—Chinese ornamentations
—Oriental beads
—Unique tassels
—Clever imitations of small fruit
adorn odd little Spanish sailors, Hindoo turbans, Russian turbans, high crown military hats, wide brim leghorns, Bangkok, flexible Milans, etc.

Chinese silk in quaint blending of colors—Khaki Kool silk and checkerboard crepes form many brims, facings or top crowns of various shaped hats.

Paris gave us the cue—vivid greens in narrow ribbons are effectively put to use, forming checkerboard crowns and brims when combined with white and other shades.

Our Assembly Is Particularly Fascinating—Inviting Your Inspection, Approval Is Certain.

Featuring Undergarments Of Cotton, And Of Silk, On Our Fourth Floor

ASSOCIATE the subject of "Undergarments" with "The Popular," and instantly the impression of dainty excellence is conveyed to the minds of most women. That's because of the high standard of quality we set years ago, as well as the modestness of our prices, which is still maintained despite conditions which oftentimes are most unfavorable to such a course. Finer and more tastefully designed than ever—that, in brief, is the best characterization of the Undergarments offered Saturday. Included are Gowns, Envelope Chemises, Corset Covers, Petticoats, Drawers, Camisoles, Bloomers, and Teddies. —(Fourth Floor)

Garments At 50c

A THOUSAND dainty garments to select from, including envelope chemise, beautifully trimmed in lace and embroidery and ribbon run; skirts with plain tucked flounce, embroidery and lace trimmed in German Val lace and others with embroidery; lovely, neatly trimmed drawers and the much favored "Marcella" bloomers and knickerbockers; gowns with long and short sleeves, trimmed with pretty lace edgings and ribbon run. Also a special line of crepe gowns, extremely dainty; plain white and others with pink and blue floral designs. All exceptional values, at **50c**.

Crepe de Chine Undergarments Specially Priced

CREPE DE CHINE NIGHT GOWNS—You would expect to see them selling at \$5.95, \$7.50 and \$10, marked here special, at \$3.95. Delightful, airy creations, fashioned of a beautiful quality silk crepe de chine, exquisitely trimmed with lovely laces, ribbons and many embroidered. They'll fascinate you the moment you lay your eyes on them, and you'll marvel at their low price of **\$3.95**. —(Fourth Floor)



Showing Of Women's Smart Spring Blouses

COTTON blouses are coming—coming literally by the dozens—an avalanche of cotton blouses the like of which we've never had. So utterly bewitching are these Organdie, Voile and Lawn blouses that every woman who reads of them must also see them first-hand that she may learn how really beautiful a cotton blouse can be made. Priced at 95c, \$1.45, \$1.95, \$2.45 and \$2.95. IN SILK BLOUSES—We show exquisite new Spring styles. Georgette Crepe, Crepe de Chine and Pussy Willows. Some with delicate touches of embroideries in contrasting colors. Many with beautiful beading embroidery. Colors include Pink, Flesh, Chartruse, New Blue, Beige, Maize and other desirable shades including white. Chic new collars and sleeves. Prices range, \$2.95, \$3.95, \$4.95 upward. —(Sixth Floor)

"Popular Special" Corsets Saturday Only, 45c

THINK of selling a good Corset at such a tiny price when every corset manufacturer is sending the prices of his corsets "skyward." Even the eyelets used on corsets are "away-out-of-sight." But "The Popular" always does the unusual, and for tomorrow's selling, we offer "Popular Special" Corsets, in new modes; well boned and neatly trimmed, at 45c. —(4th Floor)



GIRLS' NEW SPRING WASHABLE DRESSES

MADE of gingham, madras, crepe, linen, linene chambrays and other washable fabrics. The new plaids predominate, although there are many solid colors and striped combinations that are beautifully tailored. Sizes 2 to 14 years. Shown on the Fourth Floor, and priced as follows:

95c, \$1.45, \$1.95, \$2.45, \$2.95, \$3.95 & \$4.95

Featuring Undergarments Of Cotton, And Of Silk, On Our Fourth Floor



CREPE DE CHINE AND WASHABLE SATIN ENVELOPE CHEMISE, GOWNS AND PETTICOATS—Two lots that we will not quote values on, but willingly rely on the judgment of the women of El Paso. There are many lace trimmed and tailored styles that are new and different, and Extra Specials, at **\$3 & \$5**.

CREPE DE CHINE AND WASHABLE SATIN CAMISOLE—Two special lots consisting of dozens of beautiful lace and tailored styles. Some with hand embroidered designs and ribbon shoulder straps. These dainty undergarments bought greatly undervalued, and sold at less than manufacturers' cost. (Limit 2 to a customer.) Extra Special, **\$1 & \$1.45**.

Spring Apparel For The Boy



NEW SPRING SUITS FOR BOYS ARE NOW DAILY ARRIVALS—Attractive new colorings, in wool Norfolk, different models: handsome plaids, checks, stripes and solid colors, for boys 5 to 16 years. Reasonably priced, **\$5 to \$12.50**.

STYLISH NEW SPRING HATS FOR BOYS UP TO 12 YEARS—In linen, cool cloths, and light weight wools. Many new shapes. Each, at **50c to \$1.50**.

THE NEW SPRING BLOUSES FOR BOYS ARE BETTER THAN EVER—The patterns are new and sprightly; the colors are fast. Made in soft collar attached or separate soft collar styles. You will be surprised at the excellent quality of materials used. Tapeless styles only—no strings. Each, at **\$1.00, 75c, and 50c**.

SALE OF BOYS' CAPS—In new Spring styles. Grey or brown mixtures, or navy blue serge. Golf style; all sizes for large or small boys. Very special, **25c** each.

CONTINUED SPECIAL PRICING OF BOYS' FALL WEIGHT NORFOLK SUITS—Extra special values in all sizes, at **\$4.95, \$5.95, \$6.95** and **\$7.95**.

BUY A SAMSON UNDERWEIST FOR YOUR BOY—Made with steel buttons and elastic hose supporters. This underwear will last a year. Sizes 4 to 14 years. Each, at **75c**. —(Fourth Floor)

Children's Hose, Pair, 19c

AN extraordinary offer when one stops to consider present market conditions. They are what is commercially known as "First Seconds," in other words, slightly imperfect, yet mended, so they will give the maximum of wear. Made of finest yarns, with double feet, ample length legs, fast black; slightly and durable. Sizes 6 to 9-12. Special for Saturday, a pair, at **19c**. —(First Floor)

Glassware & Jewelry Depts.

NIGHT WATER SETS—The cleverest of Water Bottles—blown from Crystal Clear Glass. Hand cut, in three attractive patterns, with drinking glass, that fits over the mouth of bottle, making a sanitary, compact water set for the bed room. "Popular Special," a set, at **39c**.

SPANISH COMBS—Spanish or "Geraldine Farrar" combs, as they are often called. In shell, amber or semi-ivory colorings. The most attractive styles and shapes imaginable. Kinds that are comfortable, when placed in the hair, and that give a most pleasing effect. They sold up to \$1.00 and more. Saturday, each, at **10c**.

GOLD TOP BAR PINS—A choice selection of solid gold top bar pins that are warranted to wear. Shapes and sizes that are wanted for shirt waists, belts, veils and collars. Each, at **25c**.

LINGERIE CLASPS—Sheer blouses make these clasps a necessity. A dainty bit of jewelry that holds the shoulder straps of the undergarment firmly in place and at the same time is ornamental. Choice of either sterling or gold filled styles, in hand engraved engine turned or plain effects, but are perfectly made, and warranted to wear. A pair, at **25c**.

BEAUTY PINS—Gold filled beauty pins, that can be used every day without fear of loss. Excellent quality, with strong pin catches. Ideal for baby's clothes. Card of **12 for 10c**. —(First Floor)

Satin Ribbons At A Yard, 5c

A BROKEN assortment of Satin Ribbons that we are anxious to close out, prompts us to offer for Saturday, Ribbons in various shades, black and white, in widths from 5 to 18, and worth double the price asked. Special for Saturday, a yard, at **5c**. —(First Floor)